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FOR IMMEDIATE RELEASE

Researchers Aim to Survey Family Members of CCRC Residents *CCRC Resident Family Input is Crucial to Creating Dialog and Identifying Future Trends*

Evanston, Ill. (March. 4, 2011) — Mather LifeWays Institute on Aging, Brecht Associates, Inc. and Zeigler are conducting a national survey of family members of continuing care retirement community (CCRC) residents to learn what they are planning for their own retirement lifestyle and health needs. This is the first ever national study of family members of continuing care retirement community residents.

CCRCs are invited to forward a request for participation in the survey to family members of residents. Data and conclusions derived from survey responses will be shared with involved communities and respondents. The web survey does not request personal information. Anonymity and confidentiality of respondents and the information they provide is guaranteed.

To participate, CCRC leadership must complete and submit an [online form](#) by Friday, March 18, 2011. (Click [here](#) or copy and paste the following link into a browser, <https://survey.vovici.com/se.ashx?s=4C32B02117EAE0C>.) Contact Dr. Linda Hollinger-Smith, Vice President, Mather LifeWays Institute on Aging, at lhollinger-smith@matherlifeways.com with questions regarding the research study.

Published reports have consistently shown that less than three percent of adults in the general public would consider CCRCs for themselves as a retirement lifestyle option. To that end, the potential benefits of survey results may include fresh insight into perceptions of continuing care retirement facilities, potential retirement plans/trends of adult children of residents, and the stimulation of dialogue among providers, residents, and families.

The three partnering organizations supporting implementation of the survey are:

- Mather LifeWays Institute on Aging (Evanston, IL) – the research and education arm of Mather LifeWays, a 70 year old, non-denominational, not-for-profit organization whose mission is to create Ways to Age WellSM
- Brecht Associates, Inc. (Philadelphia, PA) – a consulting firm that works with senior living providers to conduct both marketing and feasibility studies and training for board members and executives
- Ziegler (Washington, DC) – a leading investment bank specialized in working with a number of non-profit sectors including senior living providers

About Mather LifeWays

Based in Evanston, Illinois, Mather LifeWays enhances the lives of older adults by creating Ways to Age WellSM. Founded in 1941 by entrepreneur and humanitarian Alonzo Mather, Mather LifeWays is a unique non-denominational, not-for-profit organization dedicated to providing a continuum of living and care; making neighborhoods better places for older adults to live, work, learn, contribute, and play; and identifying, implementing, and sharing best practices for wellness, workforce issues, memory care support, and empowering caregivers. To learn more about our senior residences,



Community Initiatives, and Mather LifeWays Institute on Aging, call (847) 492.7500 or find your way to www.matherlifeways.com.